

P.P.C. Printing Facts

Here is a good formula for those who use photo engravings:
Line cuts can be printed on any kind of printing paper.
Half-tones of 133 screen and 150 screen can be printed on coated paper.
Half-tones of 120 screen and 133 screen can be printed on super paper—or a good quality of English Finish Paper.
When in doubt always use the coarser screen—but not coarser than 120.
Do not try to print vignettes on uncoated paper.

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BARE GERMAN PLAN TO GET U. S. FLEET

Indignant Ship Owners Send Protest to Washington Against Proposal.

WORLD TRADE IS SOUGHT

One American Line Said to Be in Scheme—Offer Earnings to Federal Government.

A scheme of powerful German shipping interests to regain a footing in world trade by utilizing ships of American registry was revealed yesterday at a meeting of the American Steamship Owners' Association, at which resolutions were adopted making a strong appeal to the United States Shipping Board to drop all consideration of the matter.

Indignant ship owners said that within the last ten days the Vice-Director of the Hamburg American Packet Company, with the support of an American owned shipping company, has filed a proposal with the Shipping Board for the allocation of American owned ships to the agency of that company, the Federal Government to receive the earnings of the ships. It is intended to operate a fleet composed of 50 per cent of German ships from Hamburg to the South American, West Indian and other world ports at which German trade was favored before the war.

After the meeting H. H. Raymond, the president, head of the Clyde and Mallory lines, said there was no reason to question the authenticity of the report that the Hamburg-American agent had obtained a hearing before the Shipping Board. The proposal went first to Rear Admiral Houston and was considered by the full board in executive session, he said. While Mr. Raymond was unwilling to name the American owned line which had given its endorsement of the scheme, he said he might announce it to-day after a conference with his associates.

In addition to a number of cargo vessels the vice-director of the Clyde and Mallory lines, said there was no reason to question the authenticity of the report that the Hamburg-American agent had obtained a hearing before the Shipping Board. The proposal went first to Rear Admiral Houston and was considered by the full board in executive session, he said. While Mr. Raymond was unwilling to name the American owned line which had given its endorsement of the scheme, he said he might announce it to-day after a conference with his associates.

The resolutions concluded with the statement that German trade could be restored by private initiative and capital without the loan of an American fleet. If the arrangement were carried out the Hamburg-American company would pay no rental, but would turn over the ships' earnings to the Shipping Board. Even on such terms German commerce would reap a benefit because her goods would be finding a market.

SPOTS ON THE SUN BROUGHT AURORA

Professor Stearns of Wesleyan, Finds New Group.

Special to THE SUN AND NEW YORK HERALD, MIDDLETOWN, Conn., March 24.—Prof. Carl L. Stearns, director of the Van Vleet Observatory at Wesleyan, has discovered a new group of spots on the sun, which includes two large spots and about thirty smaller ones. The largest spot is about the size of the earth, while one other spot is a little smaller. Other spots are much smaller. The spots are in the early stages of development, being probably not more than a day or two advanced.

25 P. C. RENT JUMP LIMIT SET IN BILL

Continued from First Page.

property law granting to landlords double penalty against tenants holding over without consent.

8. General statute bill, permitting Municipal Court Judges to grant stay of disposes proceedings for not more than nine months if a tenant can show he cannot find a place in the neighborhood to which he can move.

9. Making the code harmonious with the summary proceeding law amendments.

10. Amending the penal law by making it a crime for a landlord to deny normal and natural service to an apartment.

11. Prescribing the same defenses in actions for ejectment as allowed in the new summary proceeding bill.

12. Exempting mortgages of up to \$40,000 in the hands of a single individual from the State income tax law.

Representatives of both parties were in the conference.

BUILDERS REJECT Hylan as Umpire

Mayor's Effort to Get More Housing Facilities Meets With Check.

UNION MEN ARE WILLING

William P. Burr Suggested, but Hylan's Union Card Is a Drawback.

The Mason Builders Association rejected yesterday the offer of Mayor Hylan to serve as umpire in the dispute between the employers and the bricklayers. The offer was a part of the Mayor's scheme for a \$100,000,000 pool for the starting of building operations to relieve housing congestion. Lending institutions are sympathetic, but there can be no building boom until labor troubles are adjusted. Practically all bricklayers have been on strike since early in January.

A committee of the Mason Builders Association, headed by Frank E. Conover, president, with union leaders, who were headed by John Clancy of the executive committee that directs the five local bricklayers' unions of New York city, met the Mayor. The employers' committee was under instructions determined upon at a meeting of the Mason Builders Association on Tuesday night. After Mr. Conover had announced the attitude of the employers the committee was prevailed upon to call another meeting of the general organization to reconsider the refusal of the arbitration offer.

It was reported that at this meeting the employers remained firm in their objection to the Mayor or to any plan that provided for his naming the umpire. William P. Burr, Corporation Counsel, had been suggested. It was said the employers will present counter proposals to-day involving the selection of a committee of citizens who have gained recognition for public spirit, the arbitration proceeding to be dependent upon the return of all bricklayers to work.

The union leaders accepted the Mayor's umpire. The Mayor thanked the leaders, but made no criticism of the employers. Soon after launching his \$100,000,000 building scheme he asserted that five or six men held the key to the means of relieving housing congestion, and it was assumed that he meant the men who are directing the affairs of the builders and the leaders of the bricklayers.

In describing the attitude of the unions, Charles Curran, chairman of the arbitration committee of the Bricklayers' International Union, said: "The Mayor very kindly offered to act as a arbitrator, and the unions accepted the offer. The reason builders declined, because they did not want a politician. We believe that the selection was due to the fact that the Mayor holds a union card."

QUIT YOUR WORRYIN' CIRCUS OPENS TO-DAY

All the Old Attractions, With Many New, to Be Seen at the Garden.

NO AGE LIMIT TO FUN

100 Clowns Will Distribute Real Spring Tonic—Season to Last 5 1-2 Weeks.

Beginning this afternoon at 2 o'clock anybody in need of a spring tonic will find the desired reinvigorator on tap in agreeable doses at the northeast corner of Madison Square, in the big building which supports the lady Diana. For the circus, the amalgamated circus, rather known from Kokomo to Kukuanaaland as Ringling Brothers and Barnum & Bailey, begins a New York season of five and a half weeks with a matinee performance this afternoon, offering to girls and boys who never intend to grow up all the old thrills and laughs, together with bunches of fascinating new things.

Until after midnight last night the circus was in dress rehearsal, and out of the open windows of Madison Square Garden flowed a delightful melody of old time circus noises—the rife crack of

the ring masters' whips, the high cries of the aerialists, the coughing roar of lions unable to move in the arena, the thud-thud of galloping hoofs as the fat backed Percherons swung round the three rings bearing the pretty women of the equestrian art, and the gentle pliant of the jockey, which resembles the call of the gnom. And with this, favoring it, went the aroma of the circus, which is like nothing else in the world, a smell of sawdust and new paint and tan bark and menagerie and popcorn and fresh roasted peanuts.

Everything in the big show had a thoroughgoing tryout, from the complicated foreign acts in ring and air to the freaks in their exhibition hall. My lords, the elephants, were sent through their lapdog tricks, as were the trained seals and the bicycle riding bears.

The 100 clowns polished up the good old jokes, without which the circus simply would not be itself, and sprang a lot of new ones touching on prohibition, monkey glands and the high cost of living. Even as they hove, a small, white and fluffy infant with unbelievably sprawling legs, was trotted out to familiarize itself with the appearance of the press agents, a necessary precaution, as a sudden and unexpected view of this stuff has been known to unsettle the reason of immature creatures.

Last year the circus enjoyed its banner season in New York, attracting more patrons than it had ever drawn in its long career, but even greater things are expected this season, judging from the preliminary demand for tickets. Apparently people are circus hungry with a zeal they haven't felt in years, and possibly this is due to the fact that the circus is one of the old time, normal, healthy and healthful institutions that have remained untouched by the war and the depressions and worries of the war's aftermath.

CITY RESERVOIR OVERFLOWS

3,650,000,000 Gallons Daily Wasting Over the Spillway.

The water in Croton Lakes Reservoir, Westchester county, from which New York city gets its water supply, has risen so fast that yesterday there was a foot of water rolling over the spillway at the Cornell Dam. Engineers figure that a foot of water tumbling down the dam spillway, which is 1,200 feet wide, causes a waste of 3,650,000,000 gallons a day.

In years past New York city sold water to Westchester county communities for \$13 a million gallons. At that rate the present wastage, engineers estimate, amounts to approximately \$50,000 a day. Ordinarily there is no overflow.

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"What's wrong with my business?"

How a chance question solved a manufacturer's problems

"I DON'T know where the trouble is," said the President, as he showed his friend over the factory. "I've got a fine product—good distribution—an active selling force—and yet the volume of sales and net profits are discouragingly small. I wonder what's wrong, anyway?"

"Right there is one answer," said his friend, waving a hand toward the shipping room where half a dozen carpenters were nailing up boxes of outbound goods. "And downstairs in your storeroom is another. And here"—picking up a package of the product itself—"is another."

"What do you mean?"

"I mean that you're about ten years behind the times. You're maintaining a whole carpenter shop right here in your factory, when you don't need a carpenter in the place. You're wasting space and money by using wooden cases when you ought to use fibre or corrugated—they're far lighter than wood, and every bit as strong. And any clerk can seal and tape them securely in a few seconds.

"Then here"—indicating the package in his hand—"You're using a solid box where you ought to use a folding box. Think of the storage space you'd save with a box that stays flat till it's actually wanted! And finally—if you want my real opinion—the whole appearance of your package is wrong. It's cheap material—the color isn't right—the lithography is poor—it simply isn't worthy of your product.

"You ought to do what we've done—make a clean sweep. Get an expert on the job—have him put unity and character into your whole line. You'll save space—save labor and time—your shipments will be a dignified advertisement wherever they go—and your package will stand out on the dealer's shelf and attract the consumer's eye. Up go your sales—down come your expenses: there's the answer to your problem."

Solving shipping problems for the leaders in every industry

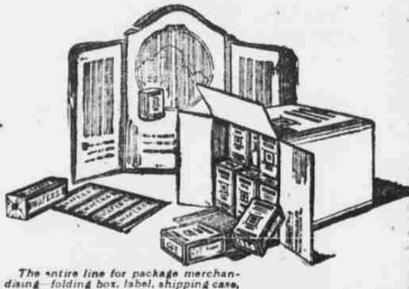
Because of its broad experience in solving just such problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice.

Because the greatest merchandisers of the country recognize this ability, more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products. Our plant is the largest of its kind in the world.

With its facilities, we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

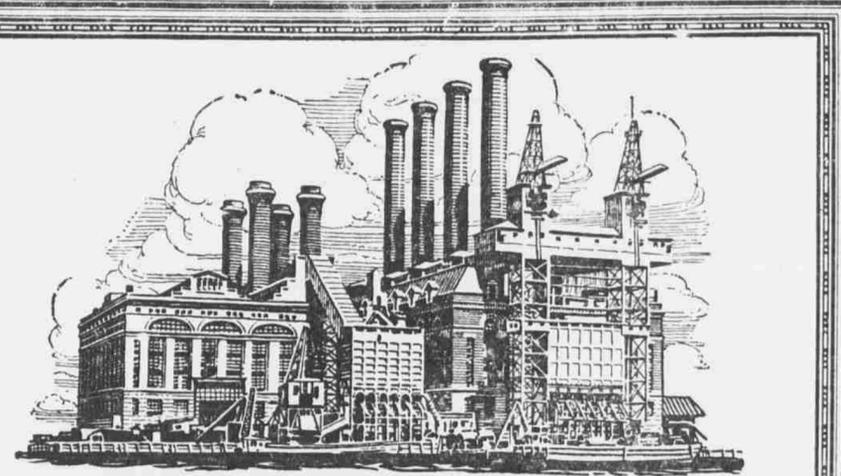
- We serve the greatest package merchandisers of the country. Among our clients are:
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 - National Biscuit Co.
 - Singer Sewing Machine Co.
 - White Rock Mineral Spring Co.
 - Woolson Spice Co.
 - Royal Baking Powder Co.
 - National Sugar Refining Co.
 - Lazell Perfumer, Inc.
 - Kirkman & Son, Inc.
 - Gerhard Mennen Chemical Co.
 - S. S. Stafford, Inc.
 - American Chiclet Co.
 - Colgate & Co.
 - Andrew Jergens Co.



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